Moisten here to seal before mailing

TELL US ABOUT YOUR SMOKING PREFERENCES.

Print corrections below.

9999 9999 9999 9999
Sample A. Samples
123 Any Street
Anytown, US 00000

Please complete the information below so that you may continue to be eligible to receive free offers and coupons by mail. Or call **1-800-931-9339** to complete this survey by phone.

☐ Please take me off your mailing list.

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required)

X _____

Birth Date (required)

___/___/___
Mo Day Yr

(_____) _____
Area Code Phone Number

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?

_____ (brand)

2. Is your regular brand...? *(Check one.)*
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? *(Check one.)*
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? *(Check one.)*
☐ Filter ☐ Non-Filter

5. Is your regular brand...? *(Check one.)*
☐ Lowest/1mg Tar ☐ Light/Mild ☐ Medium
☐ Ultra/Extra Low Tar ☐ Full Flavor

6. Do you usually buy it by the...? *(Check one.)*
☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

8. What, if any, was your previous brand?

_____ (brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? *(Check one.)*
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? *(Check one.)*
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? *(Check all that apply.)*

☐ Alpine	☐ GPC	☐ Pyramid
☐ Basic	☐ Kent	☐ Raleigh Extra
☐ Benson & Hedges	☐ Kool	☐ Salem
	☐ Magna	☐ Sterling
☐ Best Buy	☐ Marlboro	☐ Store Brand/ Generic
☐ Best Value	☐ Merit	
☐ Bristol	☐ Misty	☐ Superslims
☐ Bucks	☐ Monarch	☐ True
☐ Cambridge	☐ Montclair	☐ Vantage
☐ Camel	☐ More	☐ Viceroy
☐ Capri	☐ Newport	☐ Virginia Slims
☐ Carlton	☐ Now	
☐ Doral	☐ Parliament	☐ Winston
☐ None	☐ Other _____ (brand)	

12. Please list *all* the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? *Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)*

_____ (brand name) # of Packs_____
_____ (brand name) # of Packs_____
_____ (brand name) # of Packs_____

13. Where do you usually buy your cigarettes? *(Check one.)*
☐ Supermarket Chain ☐ Drug Store/Pharmacy
☐ Neighborhood Grocery
☐ Convenience/Gas Station ☐ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	*Occasionally*	*Never*
I look for special offers for my *regular brand*...	☐	☐	☐
I take advantage of special offers for brands *other than my regular brand*...	☐	☐	☐

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

_____ M.I. _____
First Name Last Name
___/___/___ _____
Birth Date Regular Brand

_____ M.I. _____
First Name Last Name
___/___/___ _____
Birth Date Regular Brand

16. Do you have a friend, 21 years of age or older, who smokes and would like to receive free cigarettes and incentive items in the mail? *Please print full name and phone number.*

_____
Name
(_____) _____
Area Code Phone Number

17. Which of the following best describes you? *(Check one.)*
☐ White ☐ Asian
☐ African-American ☐ American Indian
☐ Hispanic ☐ Other _____

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